



IBM

00M-233

IBM Social Business Solution Sales Mastery Test v1

Answer: C

Reference:

<https://www-304.ibm.com/support/docview.wss?uid=swg21429482>

QUESTION: 55

What is a "portal farm"?

- A. A cluster of portal servers centrally managed.
- B. A series of identically configured, stand-alone server instances.
- C. A cluster of portal servers without a Deployment Manager.
- D. A series of differently configured stand-alone portal instances.

Answer: B

Reference:

http://www-10.lotus.com/ldd/portalwiki.nsf/dx/Portal_farm_topology_wp7

QUESTION: 56

The IBM ECM Content Collector product performs automated “sweeping” of content, files and email for which products?

- A. IBM Lotus Notes
- B. Microsoft SharePoint and Exchange/Outlook
- C. Windows file Systems
- D. All of the above.

Answer: B

Reference:

<ftp://public.dhe.ibm.com/common/ssi/pm/sp/n/imd14018usen/IMD14018USE.N.PDF>(page 6, third column)

QUESTION: 57

One facet of the unified communications and collaboration strategy involves the ecosystem and extension model. How does the model apply to Lotus Sametime?

- A. Helps in responding to customer RFP?
- B. You cannot add third-party plug-ins to Sametime.
- C. Embraces the Internet to improve business productivity.
- D. Allows a plug-in framework and integrates with applications and processes.

Answer: D

Reference:

http://www-05.ibm.com/ie/presentations/pdf/Unified_Communications_Portofolio.pdf(slide 9)

QUESTION: 58

Social networking accounts for of all online time.

- A. 5%
- B. 22%
- C. 50%
- D. 66%

Answer: B

Reference:

<http://blog.nielsen.com/nielsenwire/global/social-media-accounts-for-22-percent-of-time-online/>

QUESTION: 59

What is the definition of Social Content Management?

- A. IBM Content Manager Collaboration Edition.
- B. IBM Lotus Social Software seamlessly integrated with IBM ECM.
- C. IBM Social Content Management connects content with people and teams.
- D. All of the above.

Answer: C

Reference:

<http://www-01.ibm.com/software/ecm/social-content-management/>(first paragraph on the page)

QUESTION: 60

An organization is interested in developing their business intelligence strategies, but they are concerned that their managers are not computer-savvy enough to really take advantage. What is the best way for the sales representative to respond?

- A. Cognos allows organizations to select the appropriate roles that match their user behaviors.
- B. Cognos solutions are designed with the business user in mind, freeing up IT resources and promoting self service.
- C. The Cognos Workforce Performance solution is tailored to the specific needs of HR, without requiring IT to create these reports.
- D. Cognos was designed to take information from multiple applications and pull it together into a single platform.

Answer: B

QUESTION: 61

What “out of the box” Lotus Quickr feature can be used, reused, and customized by businesses?

- A. Templates
- B. Web pages
- C. Application widgets
- D. Subscriptions

Answer: A

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